

NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality

Town of Greenville

Mailing Address

**W6860 Parkview Drive
PO Box 60**

City

Greenville

State

WI

Postal Code

54942

County(s) in which Applicant is located

Outagamie

Type of Municipality: (check one)

☐ County

☐ City

☐ Village

☒ Town

☐ Other (specify)

Section II: Local Contact Information (check one):

Name of Municipal Contact Person

Mr. Dave Tebo

Title

Town Administrator

Mailing Address

**W6860 Parkview Drive
PO Box 60**

City

Greenville

State

WI

Postal Code

54942

E-mail address

davetebo@execpc.com

Telephone Number (include area code)

920-757-5151

Fax Number (include area code)

920-757-0543

Section III: Water Quality Concerns

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html)

Section IV: Area and Population Within the MS4

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

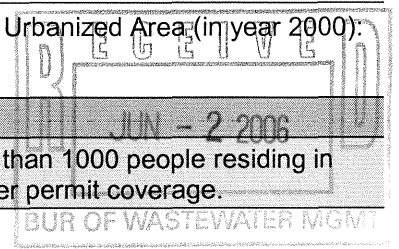
If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles): 35.81	Total municipal population (in year 2000): 6844
MS4 service area within Urbanized Area (in square miles): 6.01	Municipal population within Urbanized Area (in year 2000): 3148

Section V: Potential Permit Exemption

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage. Do you believe that the MS4 may be eligible for this potential exemption?



Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

As a NEWSC member, the Town of Greenville participated in the sponsorship of a Community-Based Social Marketing Workshop (CBSM), the implementation of a phone survey to over 400 area residents, promotion of storm water related public service announcements and an episode of an "It's Your Environment" television program.

The Community-Based Social Marketing Workshop was held on June 10, 2005 with Doug McKenzie-Mohr. Through this workshop community employees and area educators learned the basic components of Community-Based Social Marketing and how to incorporate these steps into local programs that change individual behaviors as they relate to storm water practices. Effective programs go "beyond brochures" examining the barriers and benefits of behaviors and building a foundation for successfully getting people to make behavior changes.

NEWSC implemented a phone survey of residents in the Brown, Calumet, Fond du Lac, Outagamie, and Winnebago counties. The phone survey was conducted by St. Norbert College from October 18 – November 7, 2005 and reached 404 area residents. The purpose for the survey was three-fold. The first was to evaluate the current storm water awareness level of area residents, including their knowledge of where storm water goes and what contributes to storm water pollution. The second was to gather data about individual behaviors affecting storm water by identifying the barriers, benefits, or motivations that affects these behaviors. Finally, information from the survey was intended to assist the Information and Education Committee in selecting target markets and create a focus for educational goals, tools, and practices.

NEWSC promoted storm water education to the public through the Fox Cities Viewpoint Public Service Announcements. These were aired on WHBY and reached a listening audience bounded on the west by Waupaca, the north by Marinette, the east by Manitowoc, and the south by Fond du Lac. The viewpoints were promoted from June – November 2005 and included storm water tips on the following topics: lawn mowing, car washing, lawn pesticides, lawn fertilizers, and leaves.

NEWSC orchestrated an episode of the "It's Your Environment" TV program to have a storm water focus. The episode was broken into 3 segments with a focus on state-level regulations, education, and local participation. It aired on Channel UPN 32, Saturday, December 17, 2005.

The Town of Greenville will submit a public education and outreach program to the DNR within 18 months of permit coverage. The Town of Greenville will use the NEWSC I&E plan as a model for suggestions on strategies to meet local educational goals, for guidance on how to develop the local I&E plan, and for insight on how to work with NEWSC to achieve local goals.

The public education and outreach program will include methods to promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

The program will use the results from the 2005 Storm water Survey to identify audiences and behaviors regarding proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste, and household practices. Additionally the program will be geared toward the promotion of beneficial storm water practices including: onsite reuse of leaves and grass clippings, proper use of lawn and garden fertilizers and pesticides, management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways, infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.

The program will include processes to inform and, where appropriate, educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices. It will also include methods to identify businesses and activities that may pose storm water contamination concerns and, where appropriate, educate specific audiences on methods of storm water pollution prevention.

The program will include the promotion of environmentally sensitive land development designs by developers and designers.

NEWSC Resources:

Topic Packets (include Public Service Announcement wording, tip sheet, UW Extension educational handout link) – available on the website on the following topics:

- Car Care
- Lawn Mowing and Watering
- Weeds and Pesticides
- Fertilizer
- Leaves
- Pet Waste
- 2005 Storm water Survey Results – available on the website
- Model Information and Education Plan – in progress
- Nonpoint Education for Municipal Officials (NEMO) Presentations – available
- Erosion Control Training Package for 1 & 2 Family Dwelling Construction – available on the website

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

The Town of Greenville will submit a public involvement and participation program to the DNR within 18 months of permit coverage. The program will include public notification regarding the activities performed as part of the program and the participation and compliance of applicable state and local public notice requirements.

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

The Town of Greenville will submit an Illicit Discharge Detection and Elimination Ordinance to the DNR within 24 months of permit coverage. The NEWSC Model Illicit Discharge Detection and Elimination Ordinance will be used as a base model. Once adopted, this ordinance provides the necessary regulatory authority to detect and remove illicit connections and discharges to the MS4.

The Town of Greenville will submit illicit discharge response procedures to the DNR within 24 months of permit coverage. The Town of Greenville will use the Spill Notification Procedure to illustrate the flow of communication between the Town of Greenville and the DNR. The Spill Notification Procedure will include the names and contact numbers of those who should be involved in a spill situation. The procedure will require immediate notification of the DNR in the event of a spill or release of a hazardous substance. The Spill Hotline number will be posted WHERE. The Town of Greenville will update this information annually or more frequently if there are changes in management or personnel.

The Town of Greenville will create and follow a schedule for field screening of all major outfalls during dry weather periods. The field screenings will include visual observations and field analysis. The Town of Greenville will work with NEWSC to create standard visual observation sheets that will be used to streamline this process. Initial field screenings will be implemented within 36 months of permit coverage.

The Town of Greenville will submit a program for on-going dry weather field screening of outfalls to the DNR within 36 months of permit coverage.

NEWSC Resources:

- Model Illicit Discharge Detection and Elimination Ordinance – available on the website
- Model spill procedures notification flowchart – in progress
- Field Screening sheets – pending

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

The Town of Greenville currently has a Construction Site Pollutant Control Ordinance and will submit it to the DNR within 18 months of permit coverage. This ordinance provides the necessary regulatory authority to require erosion and sediment control at construction sites and ensure compliance.

The Town of Greenville will determine what community staff or consultants will be responsible for site inspection and enforcement. The Town of Greenville will submit construction site inspection and enforcement procedures to the DNR within 18 months of permit coverage.

NEWSC Resources:

- Model Construction Site Erosion Control Zoning Ordinance – in progress

Erosion Control Training Package for 1 and 2 Family Dwelling Construction (available on the NEWSC website to members):

- Power Point Presentation
- Erosion Control Notice To Comply Inspection Report Form
- Erosion Control and Storm Water Management Permit Application for 1 & 2 Family Dwelling Construction Sites
- Erosion Control and Storm Water Management Permit for 1 & 2 Family Dwelling Construction Sites
- Stop Work Order and Door Hanger Notice
- Erosion Control Construction Inspection Report Form
- Erosion Control for Homeowners- handout
- Standard Erosion Control Plan and Checklist

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

The Town of Greenville currently has a Post-Construction Storm Water Management Ordinance in place and will submit it to the DNR within 18 months of permit coverage. This ordinance provides the necessary regulatory authority which controls the quality of discharges from areas of new development and redevelopment, after construction is completed.

The Town of Greenville will submit long-term maintenance procedures to the DNR within 18 months of permit coverage.

NEWSC Resources:

- Model Post-Construction Storm Water Management Zoning Ordinance – in progress

F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

The Town of Greenville will submit a pollution prevention program to the DNR within 24 months of permit coverage. This plan will include a schedule for routine maintenance of municipally owned and operated structural storm water management facilities to maintain efficiency. The plan will also include a schedule for routine street sweeping. Proper disposal of street sweeping and catch basin cleaning waste and road salt/deicer use will also be addressed.

The program will also include the Town of Greenville's plans to ensure proper management of leaves and grass clippings and application of lawn and garden fertilizers on municipally controlled properties. This includes site-specific nutrient application schedules based on appropriate soil tests. Procedures will include storm water pollution prevention planning for municipal garages, storage areas and other sources of storm water pollution from municipal garages. The Town of Greenville will adopt measures to reduce municipal sources of storm water contamination within source water protection areas.

The Town of Greenville will continue to evaluate storm water training opportunities for staff and elected officials.

NEWSC Resources:

- NEMO powerpoint presentation – NEWSC Coordinator

Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name <i>David C. Tebo</i>		Title <i>Town Administrator</i>	
Signature <i>David C. Tebo</i>		Date Signed <i>5/30/06</i>	
E-mail address <i>davetebo@execpc.com</i>	Telephone Number (include area code) <i>920-757-5151</i>	Fax Number (include area code) <i>920-757-0543</i>	

Return this completed form to:

Wisconsin Department of Natural Resources
Storm Water Program – WT/2
PO Box 7921
Madison, WI 53707-7921